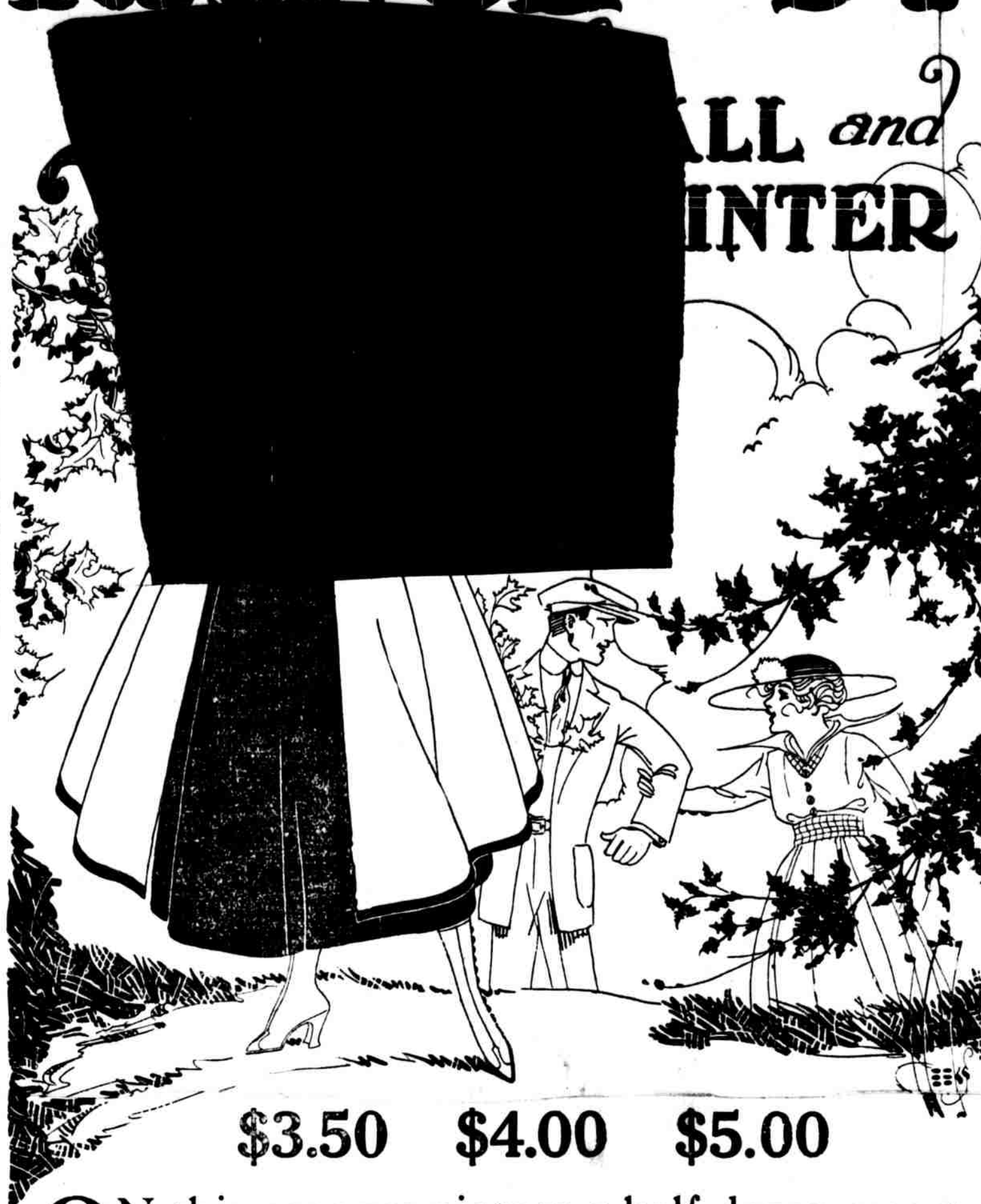


# LA FRANCE STYLES



ON this page we picture a half dozen smart La France models for Fall and Winter, '15 and '16. These are but an index to the big display of new footwear creations now to be seen at our stores.

Every pair of these handsome shoes has been given an exclusive style-touch by the La France master-designers. Every model is authoritative—you can safely select from them at random.

In La France Shoes you'll find the agreeable combination of *modest prices, perfect style, luxurious comfort and complete footwear satisfaction.* Every pair is accompanied by the generous Berberich Guarantee.

## The BERBERICH Guarantee

"Should any pair of LA FRANCE Shoes fail to maintain the BERBERICH Standard, we guarantee the customer's satisfaction.

"BERBERICH'S"

Main Store  
1116-22 7th St.

**Berberich's**

Washington's Largest and Most Progressive Shoe House—Established 1868

Branch Store  
813 Penna. Ave.